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This supplement implements **AFI 35-101, July 26, 2001, Public Affairs Policies and Procedures**, and outlines procedures pertaining to publishing the base newspaper, the Commander's Access Channel and crisis communications. It is applicable to all assigned and attached units that required Public Affairs support.

**5.1. Purpose of Internal Information.** Conducting internal information programs is the primary means 11th Wing leaders use to communicate with airmen and their families. As used in this supplement, airmen are active-duty and retired, officer and enlisted, Guard and Reserve, civilian and contract employees.

5.1.1. Link airmen and their leaders through a free flow of news and information.

5.1.2. Help airmen understand their roles in the Air Force and Bolling Air Force Base mission.

5.1.3. Explain how policies, programs, and operations affect airmen.

5.1.4. Promote good citizenship and build pride in members of the civilian community.

5.1.5. Recognize individual and team achievements.

5.1.6. Provide avenues for feedback.

**5.5. Unit Commander Responsibilities.** The 11th Wing commander's internal information program serves the entire Bolling Air Force Base audience, including tenant units, Air Force retirees, and their families in the National Capital Region. The 11th Wing Public Affairs Office (PAO) provides leaders with an arsenal of effective and efficient communication tools to build, maintain, and strengthen morale and readiness.

**5.6. Overview.** The BEAM is an authorized publication that supports Air Force and Bolling AFB command leadership communication requirements. Generally, the BEAM contains commanders' comments, action line columns, news, features, commentaries, sports, community billboard announcements, photog-

raphy and artwork. All content in the BEAM does not necessarily reflect official views of, or endorsement of content by, the Department of the Air Force.

### 5.8. Air Force Newspaper Categories.

5.8.1. The BEAM is a CE newspaper, published by Comprint Military Publications, a commercial publisher under contract with the 11th Wing. The 11th Wing PAO furnishes news and content. Comprint sells and publishes the advertising. The right to circulate this advertising to Air Force readers constitutes contractual consideration instead of money to pay for the newspapers. The BEAM becomes the property of the 11th Wing upon delivery according to terms of the contract.

5.8.2. Deployed Newsletters and Newspapers. During contingencies and exercises, the PAO coordinates with 11th Mission Support Group and 11th Communications Squadron to publish the BEAM Extra to keep the base community informed of contingency operations which may affect daily routines.

5.15. **General policies for all newspapers.** 11th Wing policy is that a free flow of news and information will be provided to all Air Force members. The intended audience of the BEAM consists of military members (active duty, Guard and Reserve), civilian employees assigned to the installation, military retirees and their families.

5.15.4. This Editorial Policy, established in accordance with Air Force guidance, ensures consistency and supports the 11th Wing commander's internal information objectives.

5.15.11. (Added) The BEAM is an authorized media supporting the 11th Wing and the National Capital Region (NCR) Air Force Internal Communications program and is published by a commercial publisher under contract with the Air Force. News and editorial content are furnished by the 11th Wing Public Affairs Office. The newspaper contains advertising sold by the commercial publisher. The right to circulate this advertising to Air Force readers constitutes contractual considerations in lieu of government funding to pay for the newspapers. The BEAM becomes property of the commander upon delivery, according to the terms of the contract. It is the commander's primary communication tool to transmit information to the Bolling AFB community. The following editorial policy guidelines apply to achieve this goal:

5.15.11.1. (Added) The BEAM provides the commander a primary means of communicating mission-essential information to members of the organization. The commander, 11th Wing, relies on recommendations of the public affairs officer as to news propriety, story placement, publication date and use of photography.

5.15.11.2. (Added) News and feature stories on 11th Wing and Air Force NCR people and organizations provide recognition of excellence in performance and help set forth norms for mission accomplishment.

5.15.11.3. (Added) News coverage and content will conform to policies of the Air Force and the commander. News reporting will be factual and objective. News coverage will avoid morbid, sensational or alarming details not necessary to factual news reporting. News writing will distinguish between fact and opinion. When an opinion is expressed, the source will be identified. The BEAM will not publish commercial news or editorials.

5.15.11.4. (Added) The BEAM will strive to keep the community accurately informed about military matters affecting their futures. This will assist the commander in improving morale and quelling rumors.

5.15.11.5. (Added) The BEAM news and editorial content will provide information to all members of the 11th Wing, Bolling AFB and the NCR Air Force communities to improve the quality of their lives and

thereby the effectiveness of the Air Force work force. This includes officers, enlisted members, civilian employees, family members, retirees, and Reservists and Guardsmen.

5.15.11.6. (Added) The BEAM will de-glamorize the use of alcohol and tobacco products. Articles concerning the Bolling officers and enlisted clubs, units, or other activities, may mention these products as long as the emphasis is on the activities and not the products.

5.15.12. (Added) The appearance of advertising in The BEAM does not constitute endorsement by the Air Force. Everything advertised in The BEAM must be made available to all readers without regard to race, religion, sex, national origin, marital status, physical handicap, political affiliation, or any other non-merit factor.

5.15.13. (Added) Because publishing schedules are fixed by contract and must be met, The BEAM staff is excused from additional duties that interfere with newspaper production.

5.15.14. (Added) The BEAM will conform to applicable regulations and laws relating to libel and copyright, the Air Force Privacy Act Program and Standards of Conduct, as well as U.S. Government printing and postal regulations.

5.15.15. (Added) Locally originated articles will reflect the policies of the commander and be in the interest of the Air Force. Editorials should help readers understand Air Force policies and programs. They must not imply criticism of other government agencies, nor advocate or dispute specific political, diplomatic, or legislative matters. Statements or articles on legislative matters by people or agencies outside the DoD, including officials or candidates for public office, will not be used.

5.15.16. (Added) Submissions.

5.15.16.1. (Added) Specific Publication Guidelines Deadline. Due to printing and copy deadlines set by contract with the commercial publisher, copy submitted to The BEAM must reach the editor's desk before 1500 Friday 1 week before publication.

5.15.16.2. (Added) Rewrite. All copies submitted to The BEAM will be rewritten as needed to ensure it conforms to Air Force journalism guidelines for news writing. This includes conforming to the guidelines in the Associated Press Stylebook and Libel Manual, if applicable, and appropriate story length to facilitate layout and design.

5.15.16.3. (Added) Placement. The 11th Wing commander normally relies on the recommendations of the PAO as to story replacement. The commander—not the person who submits an article—provides final direction on story placement.

5.15.16.4. (Added) Recurring Columns. Recurring columns from base agencies will be discouraged. This will ensure that no base agency or organization receives an excessive amount of coverage for its special interest at the expense of other base agencies. The public affairs officer will determine equitable space for these items and allocate news, feature, or editorial space as deemed appropriate.

5.15.16.5. (Added) Award Winners. Stories and/or photos are limited to wing-level awards and higher. Awards below wing-level may be mentioned in regular news stories or spotlight columns and published on a space-available basis.

5.15.16.6. (Added) Changes of Command. Coverage, stories and/or photos, may range from squadron level to major tenant organizations.

5.15.16.7. (Added) Photos. Generally, only on-the-job action photos or bonafied news photos will be published. Photos unacceptable for publication include the posed shot of a person receiving an award, posed group photos, photos containing alcoholic beverages or cigarettes, retirement/reenlistment photos, photos containing controlled area badges, photos of people not conforming to AFI 36-2903, Dress and Personal Appearance of Air Force Personnel, or poor quality photos.

5.15.16.8. (Added) Fund Drives. Coverage will be limited to those campaigns unauthorized by Air Force Instructions, namely the Combined Federal Campaign and the Air Force Assistance Fund. Front page coverage is not guaranteed for any fund drive or membership campaign. News during a given week determines story placement on Page 1. The public affairs officer will coordinate with the fund drive key personnel to ensure appropriate coverage of these events.

5.15.16.9. (Added) Coordination. The BEAM articles will be coordinated with affected agencies as deemed appropriate by the public affairs officer. Controversial or "sensitive" articles will be coordinated with the commander, and higher headquarters, when necessary, before publication. Changes to style or news writing will only be made when directed by the public affairs officer or commander.

5.15.17. (Added) Contact Information. The 11th Wing editorial policy outlined in this letter will remain in effect until modified, superseded, or rescinded by this command or higher Air Force authority. For clarification of this policy or answers to specific questions related to the publication of the base newspaper, The BEAM, contact the 11th Wing Director of Public Affairs at (202) 767-4781.

5.41. **Commander's Access Channel (CAC).** The CAC, also known as B-TV or Base-TV, is another avenue used to reach internal information audiences through a cable distribution system to standard television sets. The 11th Wing PA office is responsible for managing the overall program content, to include text, photos, clip art and video selections. The 11th Communications Squadron (11 CS) is responsible for the cable television network distribution of the program content to include the actual posting of power-point slides and scheduling of videos obtained from PA. The CAC exists to deliver routine, unofficial wing information and emergency messages to anyone who can view the channel on base. This internal audience includes families who reside in base housing, people temporarily staying in base lodging facilities and base employees with access to Base-TV from office television sets.

#### 5.41.1. CAC Responsibilities

5.41.1.1. The 11th Wing commander has final authority over the CAC and establishes rules and procedures for its use.

5.41.1.2. The 11th Contracting Squadron is responsible for negotiating and awarding contracts for Cable TV services and manages CATV contracts to ensure compliance.

5.41.1.3. The 11 CS CATV project manager is charged with defining requirements and submitting the purchase request for equipment to support the CAC.

5.41.1.4. In accordance with AFI 33-117, July 97, Visual Information (VI) Management 11 CS is responsible for purchasing, operating and housing the video equipment for program origination and cable transmission of dedicated channel programming. Additionally, 11 CS personnel operate and maintain the equipment to support PA.

5.41.1.5. PA is responsible for the overall programming content. PA provides 11 CS CAC producer/operator with a general program schedule and list of cleared announcements for the system. Additionally, PA ensures that CAC fully complies with both the spirit and the letter of national and international copyright

laws by selecting and approving for broadcast program material that neither violates or infringes on these laws.

5.41.2. General Guidelines and Procedures.

5.41.2.6. Securing copyright clearances for the broadcast of self-help or instructional videos is the responsibility of the requesting organization.

5.41.2.7. (Added) The CAC can be updated during normal duty hours, Monday through Friday from 0800-1630. Organizations requesting announcements and programming to be broadcast on Base-TV must submit the written announcement to 11 WG/PA for consideration, editing, approval and scheduling. Announcement requests must be submitted by close of business at least five days before the announcement needs to broadcast. PA accepts submissions by fax, e-mail, 11<sup>th</sup> Communication Squadron, Base Information Transfer System (BITS) 0800-1600 every duty day. E-mail is preferred for written announcements – <mailto:BEAM@bolling.af.mil>.

5.41.2.8. (Added) When emergency, crises or after-hours CAC support is required by the wing commander, the 11 CS on-call staff member will be notified by the 11th Wing Command Post. The 11 CS staff member will respond immediately, override Base-TV regular programming and post the new emergency information.

5.41.2.9. (Added) Issues that arise concerning operating procedures not addressed in this document will be resolved by mutual agreement between the 11th Wing Director of Staff and the 11 CS commander or their authorized representatives.

**7.1. Purpose of Crisis Communication.** Crisis communication is critical to 11<sup>th</sup> Wing's ability to build public trust and support and to maintain and strengthen trusted counsel to all members of the Department of Defense at every level. 11 WG/PA must be ready to provide leaders with recommended courses of action to provide target audiences with accurate information. The PA office demands trained professionals have the skills to engage the media to keep airmen and the public informed during crises.

**7.3. Planning and Preparation.** The 11th Wing Public Affairs Office (PAO) has plans and notification procedures in place to properly respond to any incident, accident or crisis involving Bolling AFB resources. Crash or Crisis Action Kits with news release templates, quick access phone numbers for base and news media agencies are periodically reviewed and updated as needed. Remote access capabilities are active and periodically tested for the Bolling Cable television and Straight Talk line. A PAO representative is on call 24 hours with telephone and pager accessibility. SAF/PA's coordination is required when activating accident plans.

7.3.2. Classified Information. The on-scene commander, with the advice of the 11 SFS representative, will provide initial guidance to the PA representative when it is determined classified information is involved. Civilian police enforce Federal and State criminal law when the accident site is away from the Air Force installation. If the off-base site is designated as a National Defense Area, PA will support news media representatives as on a military installation.

**7.4. Requirements Explained.**

7.4.1. Media Operations Center. 11 WG/PA will establish a Media Operations Center (MOC) in the Family Support Center conference room. The MOC requires enough commercial lines to serve anticipated media representatives, plus at least one commercial line for PA personnel only. Optimal equipment includes computer stations with e-mail and internet capabilities and a fax machine.

7.4.1.1. Public Affairs Office (PAO). The PAO will employ all forms of media to ensure the proper flow of information for the base community and military members who live in the Metropolitan-Washington, D.C. area. The PAO will use the Straight Talk lines, local television and radio stations, news wire services and mass e-mails to disseminate information. PA staff will coordinate with the 11th Communications Squadron, 11<sup>th</sup> WG/XPX, and the 11th Mission Support Group for Commander's Channel 13, computer pop-up messages, Beam Extra, giant voice, crash phones, and the Force Protection Web site.

7.4.1.2. See [Attachment 1](#), Emergency Communications Tools.

7.4.2. The various forms of media explained in [7.4.1.1.](#) and in [Attachment 1](#) will provide base personnel with authoritative points of contact for current, accurate information about the status of any crisis and the commander's follow on actions.

7.4.2.1. The PAO will periodically publicize the existence of the different mediums base community members may use to obtain information about base activities.

7.4.3. Disaster Control Group (DCG). Because media often arrive at off-base accidents before the DCG, a PA representative should be part of the initial response force that arrives on-scene before the DCG.

7.4.4. Crisis Notification. The PAO will ensure command post procedures exist to notify PA staff duty officers of known or suspected incidents or events.

7.5. **Procedures.** In significant weapon system mishaps, PAO staff members will be in place at the office, the accident scene, and in the 11th Wing Crisis Action Team/Battle Staff.

7.5.1. The PA representative must arrive on scene at the same time as the On Scene Commander (OSC) and the DCG.

7.5.2. Regardless of location, the on-scene PA representative will establish communications immediately with the OSC, the PAO and the PA representative on the CAT.

7.5.3. The PAO will notify and continue to update tenant unit commanders of any PA actions in accidents involving that commander's resources.

7.5.4. PA will also:

7.5.4.1. Alert Pentagon switchboard operators to direct all news media and public calls to the media center.

7.5.4.2. The PAO will ensure Pentagon switchboard operators are aware of the Straight Talk line and its purpose during any disturbance, accident, incident or crisis.

7.16. **On Base Disturbances.** The PAO will coordinate closely with 11th Security Forces Squadron during on base disturbances.

7.16.1. Release Authority. The 11 WG/CC is the releasing authority; however, SAF/PA may issue public affairs guidance.

7.16.2. Public Affairs Responsibilities.

7.16.2.1. Situation Report (SITREP). Send SITREPs to SAF/PA as warranted.

7.16.2.3. Update the Straight Talk line.

7.16.2.3.1. Refer to actions as outlined in paragraph [7.4.1.1.](#); [7.4.3.](#) and 7.4.9.

7.16.2.3.2. PA will work with base agencies listed in [Attachment 1](#) to ensure appropriate communication tools are used to keep members of the base community informed.

7.17.2. Crisis Statements. For proposed responses to media queries, prior coordination is mandatory with relevant local authorities and the Joint Chiefs of Staff (JCS) (through SAF/PAM to OASD/PA)/

7.18. **Chemical or Biological Material.** Accidents involves chemical or biological material, release information according to AFI 32-4001, Disaster Preparedness Planning and Operations and BAFB OPLAN 32-1.

7.21. **U.S. Initial Public Affairs Responsibility.** OASD/PA retains initial public affairs responsibility for the release of information following nuclear weapon accidents and significant incidents.

7.22.1. Exception for Public Safety. The PAO will advise SAF/PAM and OASD/PA as soon as practicable when confirmation is made directly by the OSC or Deputy Director of Operations, NMCC.

## Attachment 1

## EMERGENCY COMMUNICATION TOOLS

Comm. Method	OPR (all CC or BS-directed)	Equipment	Lead Time	Reach	Information Use
<b>1. Giant Voice/ Siren</b>	Command Post	CP equipment	Immediate	Designed to reach everyone on base including DIA and residents (outdoors)	Crisis info (immediate action)
<b>2. Crash Phones</b>	Command Post	CP equipment	Immediate	Units with personnel in office	Crisis actions to be taken
<b>3. Recall</b>	Command Post/ Individual unit commanders or their representative	Phone lists	Immediate	Should reach all wing employees	Crisis actions to be taken
<b>4. E-mail</b>	BS admin or other designated OPR	Any computer network	Immediate	Potential to reach a large percentage of base employees and tenants if they are logged on. Will be most effective during the day in a non-emergency situation. (with warning)	Immediate info to base employees and tenants (as quick as info is available)
<b>5. Pop-Up Computer Messages</b>	CS and/or BS admin	Computer with proper software on the base network	Up to 1 hour	Similar to email; will be seen quicker and with heightened sense of urgency. Available now to all windows 2000 and NT users on the network.	Crisis info to base employees and tenants

Comm. Method	OPR (all CC or BS-directed)	Equipment	Lead Time	Reach	Information Use
<p><b>6. Press Release to Local TV/Radio Stations/News Wire Services</b></p>	<p>PA</p>	<p>Can be created from on or off base with access to a computer and/or fax machine</p>	<p>1-2 hours</p>	<p>\$75 solution--press release sent to every media outlet in area (including 9 emergency access channels in the area) outlining events and specific actions for Bolling residents and employees. In a large emergency, base personnel and residents expected to hear news reports. May not outline specific Bolling actions, but will best explanation of danger in the area.</p>	<p>Sustained action information, and some crisis response info</p>
<p><b>7. AM Radio Station</b></p>	<p>TBD (Some pre-recorded messages from PA and CEX)</p>	<p>Radio transmitter, designated computer stations</p>	<p>10 minutes once message is approved, but could take up to 1-2 hours for complete information</p>	<p>An AM radio station has the potential to reach larger numbers of people in their homes and cars. Message capability would be limited, and security and policy review may be an issue. Menu messaging would need to be limited to aid in quick retrieval of information.</p>	<p>Some crisis information and sustained action information</p>
<p><b>8. Straight Talk Line</b></p>	<p>PA</p>	<p>Any phone line, remote access</p>	<p>15 minutes once message is approved. Up to 2 hours after hours</p>	<p>For base residents, and others off-base. Limited to those who would call the line.</p>	<p>Sustained action information (Not crisis response info)</p>

Comm. Method	OPR (all CC or BS-directed)	Equipment	Lead Time	Reach	Information Use
<b>9. Base TV</b>	PA, CS	Computer and/or phone access	30 minutes during duty hours once message is approved. Up to 2 hours during after duty hours	Information to base residents. Limited to those 1) on base, 2) with Comcast cable, and 3) who will watch.	Sustained action information (Not crisis response info)
<b>10. Website</b>	CS	Computer/network access	Up to several hours	Used as an education tool to reach base populous. Currently for those with a .mil computer	Sustained action information (Not crisis response info)
<b>11. Beam Extra</b>	PA, CS, mayors	Computer generated, printing capability, phone contact to mayors	Up to 8 hours	Delivered to all base residents, employees and tenants. Could be posted to crisis website.	Sustained action information (Not crisis response info)

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